



WESTERN NEW YORK INTEGRATED CARE COLLABORATIVE, INC.

We Are Hiring!

OUTREACH REFERRAL MANAGER – Job Description

ORGANIZATION SUMMARY:

Western New York Integrated Care Collaborative (WNYICC) is an innovative non-profit corporation, incorporated in 2016. As the hub of a multi-county network of Community-Based Organizations (CBOs) and government agencies, we are strategically positioned to respond to and capitalize on opportunities to advance community-based integrated health care and to bring sustainability to community-based programs and services which address social determinants of health. WNYICC's role in the network is to provide administrative contracting, billing, technical support, training, and quality assurance on a regional level. The WNYICC Network works collaboratively to navigate the changing healthcare landscape together to improve health outcomes in our Western New York community.

POSITION SUMMARY:

The Outreach Referral Manager is responsible for executing the operational strategies necessary to achieve the mission-focused goals and objectives developed by the Executive Director and Board.

Responsibilities include:

- Developing and implementing a robust outreach and marketing plan to increase reimbursable referrals from providers, health plans, and other sources to WNYICC's programs; and to work with Network partner agencies to improve access to long-term supports and services.
- Assisting the Executive Director in ensuring network growth through program expansion, network member recruitment/retention, and collaborations.
- Supporting the Operations and Program Data Managers to ensure the timely completion and reporting of all required program outcomes and objectives.
- This position will include both field-based outreach and office-based responsibilities. Work From Home / Remote office is an option for office-based responsibilities, although in-person team meetings may be required. Travel will include local, regional, and state-wide for outreach responsibilities and out-of-state for conferences.

WNYICC COMPETENCIES:

- **Mission Advancement:** Incorporates WNYICC's mission and values into the organization's vision and strategies. Ensures community, provider, and network engagement. Leads a culture of collaboration and innovation among current and new network members. Leads a culture of quality expectations for the benefit of the community.
- **Collaboration:** Advocates for and institutionalizes inclusion and diversity throughout the organization, network, and programs. Initiates the development of relationships with influential leaders to impact and strengthen the community. Communicates to engage and inspire people within and outside WNYICC.
- **Operational Effectiveness:** Possesses penetrating insight and strong strategic and critical thinking skills. Works collaboratively to deliver organization-wide results to achieve objectives. Determines benchmarks and ensures appropriate leadership to meet objectives.
- **Personal Growth:** Effectively drives change by leveraging resources and creating alignment to expand organizational opportunities. Shares authority and demonstrates courage and humility. Has the functional and technical knowledge and skills required to perform well; uses best practices and demonstrates up-to-date knowledge and skills in technology.



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ESSENTIAL FUNCTIONS:

- Develops accountability and reporting plans to guide WNYICC outreach and marketing efforts.
- Manages daily implementation of approved marketing plans and initiatives while meeting outreach and referral quotas.
- Conducts regular outreach to potential referral sources to increase participation in WNYICC programs.
- Fosters a climate of innovation to develop strategies to engage new referral sources and reach diverse populations.
- Provides support for assigned Committees of the Board of Directors and the Network.
- Actively supports and assists with network member recruitment and engagement including relationship management aspects, and retention.
- Represents WNYICC on network-wide initiatives.
- Manages relationships both internally and externally, supporting WNYICC and network goals.
- Manages referral and intake process including calls with potential program participants, documentation, and insurance verification.
- Demonstrates excellent customer service on phone, in-person, via email and in all aspects of employment at WNYICC.
- Communicates in a positive manner both internally and externally to partners.
- Assists Operations and Program Data Managers in a wide array of responsibilities from event planning to reports.

QUALIFICATIONS:

- Requires a minimum of a bachelor's degree in marketing, public relations, sales, management, business administration, public health, or related field; Master's degree preferred. Five years of experience in outreach and referral responsibilities may fulfill this requirement.
- Minimum of three years of successful experience working in a variety of community, public health, non-profit, or similar operations.
- Experience in public speaking and leading trainings.
- Strong computer/technology skills including: electronic health record, Microsoft Office-Suite, Outlook, spreadsheets, surveys, marketing materials, and more.
- Experience with HIPAA regulations and billing health insurance, preferred.
- Ability to relate effectively to diverse groups of people from all social and economic segments of the community; track record of building authentic, constructive relationships with others.
- Strong analytical and critical-thinking skills with the ability to identify and leverage relevant data to use in planning and decision-making.
- Ability to multi-task and willing to take on new projects.
- Comfortable working both in a Team environment and independently.
- Must have working automobile for outreach responsibilities. You will be reimbursed for mileage.

BENEFITS:

WNYICC provides a fun, progressive work environment with great benefits and a competitive salary: excellent health benefits including medical, dental, vision, generous paid time off package; and the ability to work with innovative, talented, diverse, and valued team members driven to strengthen communities and transform lives. We are excited to meet our next WNYICC Team Member!

- **ANNUAL RATE:** \$50,000 annual salary plus benefits.

INTERESTED APPLICANTS:

- Submit resume and letter of interest to WNYICC: admin@wnyicc.org